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CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

- Fruit
- Juices
- Drinks

AND OTHER PRODUCTS

CPFJ-141

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, canned fruit drinks and fresh oranges and grapefruit. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of American consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

June 1963

CONSUMER PURCHASES OF CITRUS FRUIT, JUICES
DRINKS AND OTHER PRODUCTS
APRIL 1963

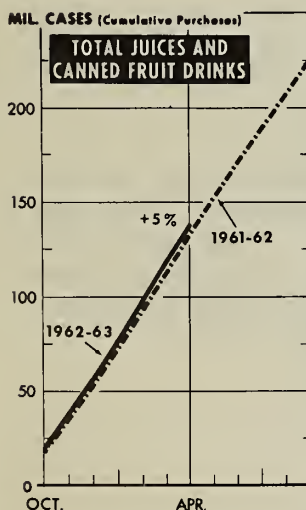
By Clive E. Johnson
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Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

The shift in the household market from citrus juices to canned fruit drinks and noncitrus juices continued in April. These changes began after freezes in December reduced the grapefruit crop to the level of 1939-40 and the expected record orange crop to the smallest since 1948-49. The supply picture for fresh and processed citrus changed from one of abundance and low prices to scarcity and high prices.

In total, April purchases of juices and canned fruit drinks -- 19.4 million cases single-strength equivalent -- were nearly as great as a year earlier. Average prices paid were up 14 percent to 5 cents per 6-ounce serving, and consumer expenditures, \$69.8 million, were up 14 percent. The distribution of purchases and expenditures differed greatly from April 1962:



	<u>Purchases</u>		<u>Expenditures</u>	
	<u>1962</u>	<u>1963</u>	<u>1962</u>	<u>1963</u>
	P e r c e n t			
Frozen orange conc. :	39	23	36	30
Canned & chilled citrus juices :	11	11	13	13
Other frozen conc. :	4	7	5	7
Other canned juices :	27	33	28	29
Canned fruit drinks :	19	26	18	21
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

April purchases of frozen orange concentrate were off 40 percent from a year earlier, and expenditures were down 7 percent despite a 55 percent increase in unit price.

Purchases of canned orange juice were down 16 percent, but use of chilled orange juice held about the same. Canned grapefruit juice was down 10 percent. Prices of canned and chilled citrus juices were up 17 to 30 percent.

Use of canned fruit drinks (orange, pineapple-grapefruit, and all others) was up 37 percent to a new high, to exceed the use of frozen orange concentrate.

Miscellaneous frozen concentrated juices (up 56 percent) and prune juice (up 20 percent) also were bought in record volume. Prices of fruit drinks and noncitrus juices remained below 1957-61 averages, although there were some advances over a year earlier.

Cumulative purchases of juices and canned fruit drinks in the reporting year beginning October 1962 were up 5 percent -- 7.2 million cases -- from the corresponding period of 1961-62. (See figure in margin.) Cumulative expenditures also were up 5 percent. Gains were recorded for all products other than frozen orange concentrate and canned grapefruit juice.

April purchases of canned grapefruit sections were down 9 percent from a year earlier. Movement of refrigerated citrus salads and sections was the smallest recorded for the 7 months that data are available.

The slow movement of fresh citrus continued, with grapefruit down 19 percent, and oranges, 50 percent from April 1960, the last comparable month reported. Cumulative expenditures for grapefruit, October-April, were down 6 percent (\$4.2 million) and oranges 21 percent (\$29 million) from the corresponding period of 1959-60.

FROZEN CONCENTRATED AND CHILLED JUICES

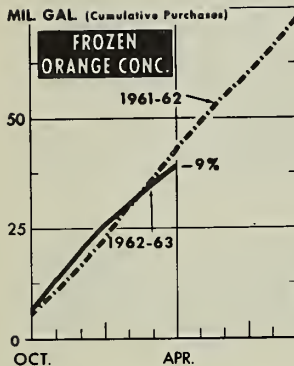
Purchases of FOC Drop Below Canned Fruit Drinks

The downtrend in consumer purchases and expenditures for frozen orange concentrate and the uptrend in prices continued in April. ^{1/} These trends began with the December freezes that severely damaged the orange crop in Florida, where most of the frozen orange concentrate and other orange and grapefruit products are produced. Production of frozen orange concentrate in 1962-63 is expected to be less than

^{1/} Monthly and cumulative purchase and expenditure data for all products are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for size of can usually purchased as shown in table 21.

half of the 1961-62 record volume and the lowest since 1952-53, a few years after commercial production was begun.

Retail movement in April was the slowest recorded for the month in a decade. Purchases were off 40 percent -- 2.6 million gallons -- from a year earlier, and 26 percent from the 1957-61 average for the month. The drop from prefreeze levels (47 percent from December) was substantially greater than that following the freezes of 1957. (See table 21 and figures 1 and 11-14.)



On the other hand, use of competing products increased, with canned single-strength juices up 15 percent and canned fruit drinks, 37 percent. For the first time in the 4 years comparable data are available, fruit drinks were bought in greater quantity and by more families than frozen orange concentrate.

As a result, the share of market for frozen orange concentrate dropped to only 23 percent in April from 44 percent in December and 39 percent a year earlier.

The low level of purchases was due to a sharp decrease in the number of users, along with a decline in the average size of purchase. Only 23 percent of the Nation's families bought in April compared with 31 percent a year earlier. Except for July, August, and December 1958, this was the smallest proportion buying since early 1952.

The average housewife bought 6.4 cans of frozen orange concentrate in April, 22 percent less than a year earlier. This would provide a 6-ounce serving for a family of 4 about once every $4\frac{1}{2}$ days compared with once every $3\frac{1}{2}$ days in April 1962. With the exception of mid-1958, family consumption of frozen orange concentrate was the smallest in 12 years.

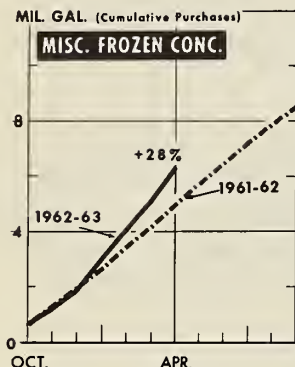
Retail prices averaged 25.4 cents per 6-ounce can of concentrate -- about the highest recorded since 1950 -- and up 55 percent from a year earlier when supplies were heavy. A 6-ounce serving cost 6.4 cents compared with 4.6 cents for canned single-strength juices and 4 cents for canned fruit drinks. (See tables 18-20.)

The buying-family budget for the product was up 20 percent from April 1962 to \$1.61. Nonetheless, as fewer families bought, total consumer expenditures were off 7 percent, \$1.7 million, from a year earlier and 3 percent from the average for the month.

Cumulative purchases for the 1962-63 reporting year beginning October 1, were down 9 percent or 3.7 million gallons

from the corresponding 7 months of 1961-62. (See figure in margin.) Cumulative expenditures were off 5 percent or \$9.3 million.

Miscellaneous Frozen Concentrates Capture 7 Percent of Market



In April, housewives increased their purchases of miscellaneous frozen concentrated juices such as grape, grapefruit, pineapple, tangerine, and blends (some containing citrus) by 56 percent or 416,000 gallons in comparison with the same month of 1962. Both the relative and absolute gains in volume over a year earlier were the greatest reported for any product. (See table 21.)

The heavy April movement was a continuation of the strong market that began after the freeze. Cumulative purchases, October-April, were 28 percent (1.4 million gallons) above the corresponding period of 1961-62.

This group of assorted products accounted for 7.1 percent of all juices and fruit drinks bought for home use during April compared with only 4.5 percent a year earlier.

Retail prices advanced 5 percent to 19.2 cents per 6-ounce can -- the highest reported for more than a year. Consumer expenditures were up 64 percent or \$1.8 million from April 1962. Like cumulative purchases, expenditures since October 1, were up 28 percent from the same months of 1961-62.

Total Frozen Concentrate Sales Off One-Third

Aggregate household purchases of frozen concentrated juices continued to decline from 1961-62 levels despite sharp gains in use of concentrates other than orange. April purchases were off 30 percent from a year earlier, and 37 percent from December. However, more frozen concentrates usually are bought in April than in December. (See table 21.)

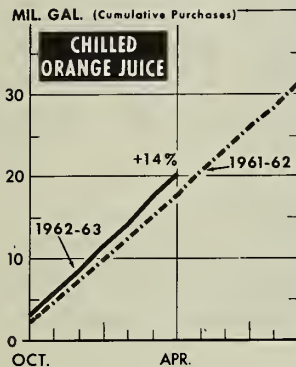
Prices paid were up 43 percent from a year earlier to 6 cents per 6-ounce serving. In comparison, prices of canned juices were up only 5 percent and canned fruit drinks were less expensive than a year earlier.

Consumers spent about \$25.4 million in April for frozen concentrated juices. This was about the same as a year earlier, as the decline in expenditures for frozen orange concentrate was offset by increased spending for other flavors.

Frozen concentrated juices accounted for 30 percent of all juices and fruit drinks bought for household use in April and for 37 percent of expenditures. A year earlier, they

represented 43 percent of volume and 41 percent of expenditures.

Gains in Use of Chilled Orange Juice Halted



Purchases of chilled orange juice were off 15 percent from the preceding month, but were about the same as in April 1962. This was the first time since early 1960 that purchases failed to increase over the year-earlier level. (See figures 2 and 11-14.)

Purchases were heavy in the first half of 1962-63, however, and cumulative movement beginning with October was 14 percent or 2.4 million gallons above the corresponding period of 1961-62.

Only 5.6 percent of the Nation's families used chilled orange juice in April, the smallest proportion reported in more than a year. The average size of purchase, however, was up moderately to 3.3 quarts per buying family.

Retail prices advanced 17 percent over the preceding April to 44.1 cents per quart. This was 12 percent above the 1957-61 average for the month and a new high in this 6-year series. At this price, a 6-ounce serving cost 8.3 cents, and for the first time since 1958 chilled orange juice was again the most expensive product reported. (See tables 18-20.)

The average buyer spent \$1.47 for the product or 20 percent more than a year earlier. Fewer families bought, however, and the relative gain in total expenditures was not quite as great.

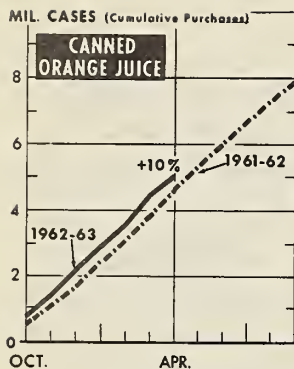
Chilled orange juice accounted for 3.9 percent of the total quantity of juices and drinks bought for home use in April and for 6.5 percent of the consumer budget for those products.

CANNED SINGLE-STRENGTH JUICES

Canned Orange Less Expensive Than FOC

Like frozen orange concentrate, the picture for canned single-strength orange juice was of short supplies, high prices, and reduced purchases.

April retail movement was down 25 percent from March, 16 percent from a year earlier, and 30 percent from the 1957-61 April average. (See figures 3 and 11-14.) Production was off about one-fifth from 1961-62.

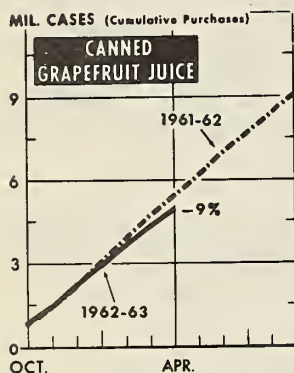


The size of purchase averaged 1.8 cans among the 5.7 percent of families that bought. Both components were down from a year earlier, with the family purchase among the smallest recorded.

The uptrend in retail prices began in January and continued. The April price of 44.9 cents per 46-ounce can was up 20 percent from both a year earlier and the 1957-61 average for the month, and the highest since mid-1959. However, a 6-ounce serving cost 5.9 cents, compared with 6.4 cents for frozen orange concentrate and 8.3 cents for chilled orange juice. (See tables 18-20.)

The consumer budget for the product -- \$2.6 million -- was about the same as in the preceding April. Cumulative expenditures, October-April, were up 5 percent from 1961-62 compared with a gain of 10 percent -- 450,000 cases -- in cumulative purchases.

Consumption of Grapefruit Juice Nears Low Mark



April purchases of canned single-strength grapefruit juice were off 10 percent -- 72,000 cases -- from a year earlier. Except for April 1960, this represented the slowest movement for the month in this 14-year series. (See figures 4 and 11-14.) The decline was associated with a decrease in production of about 13 percent from 1961-62.

Movement has been particularly slow since the freeze and cumulative purchases, October-April, were 9 percent -- 474,000 cases -- below the corresponding period of 1961-62. (See figure in margin.)

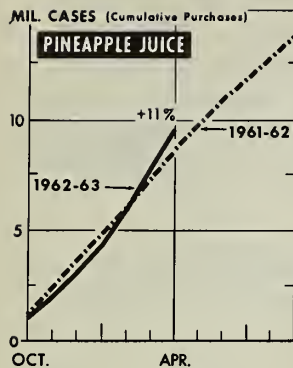
The low purchase level of recent months is primarily a result of a smaller size of purchase, as the number of buyers has been about the same.

Retail prices were up 30 percent from a year earlier and 23 percent from the 1957-61 average, to 35.7 cents per 46-ounce can. In comparison, prices from April 1961 through January 1963 were 2 to 13 percent below average.

Consumers spent 17 percent more for grapefruit juice than a year earlier. Even so, cumulative expenditures through April remained a little below 1961-62. (See tables 18-20.)

Pineapple Juice Movement High

More buyers, a larger average size of purchase, and low prices characterized the April market for pineapple juice. Purchases were up 37 percent -- 464,000 cases -- from the same month of 1962. Although movement was slow in the



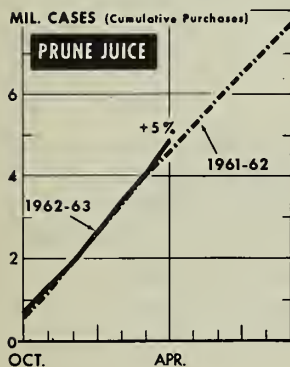
first quarter of 1962-63, February-April purchases were at record levels. As a result, cumulative purchases through April were 11 percent, 1 million cases ahead of the same period of 1961-62. (See figures 5 and 11-14.)

Size of purchase averaged 2.5 cans among the 11.6 percent of families that bought in April. Both factors of total purchases have been at or near record levels since the freeze.

Retail prices were up 4 percent from a year earlier to 28.4 cents per 46-ounce can. Nevertheless, prices remained below 1957-61 averages, as they have for more than 2 years. A 6-ounce serving cost 3.7 cents -- only tomato juice and pineapple-grapefruit drink were less expensive. (See tables 18-20.)

Consumers increased their budget for pineapple juice 42 percent, \$1.4 million, over April 1962. The product accounted for 7 percent of total expenditures for juices and fruit drinks and for 9 percent of purchases. A year earlier it represented only 5 percent of expenditures and 6 percent of purchases.

Record Sales of Prune Juice



April household purchases of prune juice were up 20 percent -- 124,000 cases -- from a year earlier to a new peak in this 14-year series. In comparison, retail movement usually begins to decline after March. (See figure 6 and 11-14.)

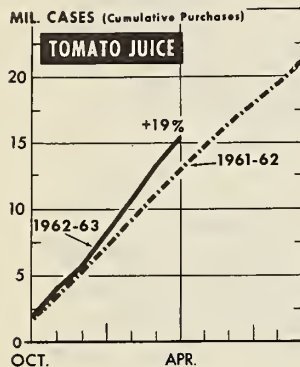
The strong market resulted from more buyers, along with a larger average size of purchase. About 8.1 percent of families bought, the largest proportion since early 1957. The average size of purchase, 2.3 quarts per buying family, was moderately larger than a year earlier.

Retail prices, 42.3 cents per quart, were down about 1 cent from the preceding month and 2 cents from a year earlier. The family budget of 96 cents for prune juice remained about the same; but since more families bought, total retail expenditures were up 15 percent. (See tables 18-20.)

Prune juice accounted for 6 percent of total expenditures for juices and fruit drinks in April, about the same as a year earlier. The share of market was up to 3.9 from 3.2 percent.

October-April purchases of prune juice were 5 percent greater -- 231,000 cases -- and expenditure, 2 percent greater -- \$0.7 million -- than in the same months of 1961-62.

Use of Tomato Juice Continues Heavy



Household purchases of tomato juice dropped rather sharply from the record level of March, but nevertheless, movement was up 18 percent -- 332,000 cases -- from a year earlier and 13 percent from the 1957-61 average for the month. It accounted for 11 percent of total purchases of juices and drinks compared with 9 percent a year earlier. (See figures 6 and 11-14.)

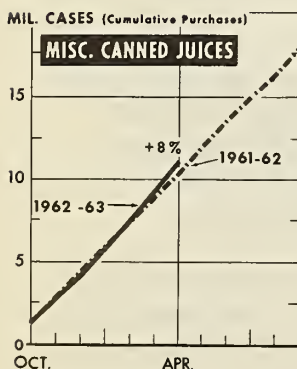
The market has been strong; October-April cumulative purchases were 19 percent, 2.4 million cases, above the like period of 1961-62. (See figures in margin.)

Gains over the preceding season were due to a greater number of buyers and a larger average size of purchase. In April, for example, 17.2 percent of families bought compared with 15.4 percent a year earlier. The average size of purchase, 2.1 cans per buying family, was up 6 percent.

Retail prices were down from April 1962 to 26.6 cents per 46-ounce can, to continue the below-average price level that has persisted for about a year. A 6-ounce serving cost 3.5 cents, the lowest reported for any juice or drink. (See tables 18-20.)

Tomato juice accounted for 7.6 percent of the total amount spent for juices and drinks in April, about the same as a year earlier. The shares of expenditures and purchases were second only to frozen orange concentrate.

Strong Market for Miscellaneous Juices

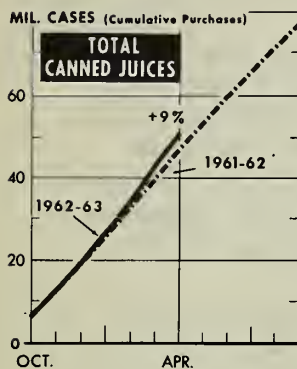


Household consumption of miscellaneous canned single-strength juices such as apple, grape, tangerine, citrus and other blends increased 16 percent or 244,000 cases over 12 months earlier. Retail movement was unusually heavy beginning in February and cumulative purchases, October-April, were 8 percent -- 787,000 cases -- ahead of the same period of 1961-62. (See figure in margin and table 11.)

About 19.7 percent of families bought compared with 17.5 percent a year earlier. The average size of purchase was up moderately to 1.5 cans.

Retail prices averaged 37.4 cents per 46-ounce can or 4.9 cents per 6-ounce serving. Only orange and prune juices were more expensive. With purchases and prices up, consumer expenditures increased 20 percent, \$1 million, over a year earlier.

Total Canned Juice Purchases Up 15 Percent



April use of canned single-strength juices in the aggregate was 15 percent (1 million cases) greater than a year earlier, and 11 percent greater than the 1957-61 average for the month. Nonetheless, the seasonal decline from March was sharper than usual. (See table 13 and figures 11-14.)

Canned juices accounted for about 40 percent of all juices and drinks bought for home use in April, up from 34 percent a year earlier. In comparison, canned fruit drinks gained 7 percentage points in market, but the share for frozen concentrates was down 13 points.

Consumption of canned juices, while moderate before the freeze, has been heavy since. As a result, cumulative purchases, October-April, were 9 percent -- 4.4 million cases -- above the corresponding period of 1962-63.

The heavy movement in recent months was a result of more buyers and increased consumption per family. Nearly 46 percent of families bought in April compared with 42 percent a year earlier. And the size of purchase was up moderately to 2.8 cans per buying family. That amount was sufficient to provide 6-ounce servings to a family of 4 about every 5 days.

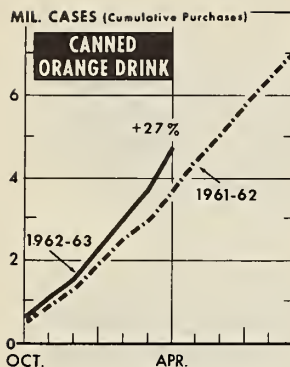
Prices paid for canned juices averaged 35.1 cents per 46-ounce can in April, an advance of 3 percent over a year earlier. Thus, a 6-ounce serving cost 4.6 cents compared with 4 cents for canned fruit drinks and 6 cents for frozen concentrates.

The average buyer spent \$1 for canned juices, 8 percent more than a year earlier. Further, since more families bought, total consumer expenditures were up 18 percent or \$3.8 million. This represented 36 percent of the consumer budget for juices and fruit drinks compared with 35 percent a year earlier.

CANNED SINGLE-STRENGTH FRUIT DRINKS

Orange Drink Maintains Record Pace

More families bought canned orange drink in April than ever before and purchases and expenditures rose to new peaks for this 10-year series. The share of market, up to 5 from 3.4 percent, also was a new high. (See figures 8 and 11-14.)



Purchases rose 46 percent -- 305,000 cases -- over a year earlier and 72 percent over the 1957-61 average for the month. About 6.5 percent of families bought compared with only 4.7 percent on the preceding April. The average size of purchase was up moderately to 2.6 cans per buying family.

Retail prices were down 4 percent to 30 cents per 46-ounce can -- prices have not been below this level since early 1960. The average buyer spent 77 cents for orange drink, the same as in the preceding April, but more families bought and total consumer expenditures were up 40 percent. The amount spent represented 4 percent of total expenditures for juices and fruit drinks. (See tables 18-20.)

Purchases were heavy throughout the reporting year and cumulative movement, October-April, was 27 percent or 1 million cases greater than in the like period of 1961-62. Cumulative expenditures were up 22 percent or \$2.4 million.

Pineapple-Grapefruit Sales Up 39 Percent

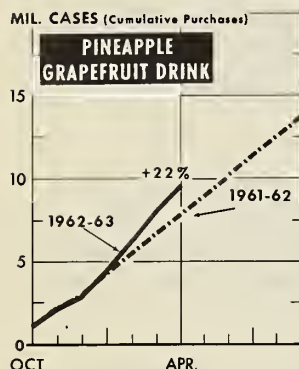
April purchases of pineapple-grapefruit drink were up 39 percent -- 453,000 cases -- from a year earlier to continue the strong market that developed after the freeze. Beginning in January, the product accounted for about 8 percent of juice and drink purchases, compared with 6 percent in the same months of 1962. (See figures 9 and 11-14.)

The increased movement in recent months reflects more buyers as well as a larger size of purchase. April consumption averaged 2.8 cans among the 9.7 percent of families that bought -- a rise of 7 percent in use and 29 percent in number of buyers over a year earlier.

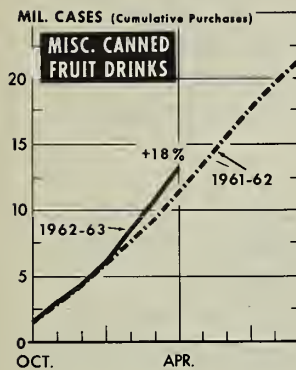
Retail prices were up 0.7 cent to 27.7 cents per 46-ounce can or to 3.6 cents per 6-ounce serving. As usual, however, the drink remained about the least expensive product reported.

The average family spent 78 cents for pineapple-grapefruit drink in April, 10 percent more than a year earlier. Total consumer expenditures were up 43 percent to account for 6 percent of the total amount spent for juices and drinks in April, against 4.8 percent a year earlier.

Cumulative purchases beginning October 1962 were 22 percent -- 1.7 million cases -- ahead of corresponding months of 1961-62. (See figure in margin.) Cumulative expenditures were up about 20 percent.



Miscellaneous Fruit Drink Purchases Reach Peak



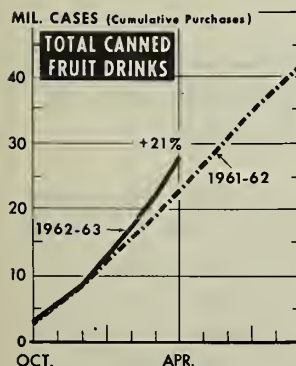
In April, purchases and expenditures for miscellaneous canned fruit drinks were the highest and prices paid about the lowest recorded in this 4-year series. This group of products includes canned noncarbonated ades, punches, and drinks other than orange and pineapple-grapefruit. (See tables 12 and 21, figures 11-14.)

Purchases were up 32 percent -- 609,000 cases -- from a year earlier to continue the sharp uptrend that has prevailed since December and to bring the share of market up to 13 percent from 10 percent. October-April cumulative purchases exceeded the corresponding period of 1961-62 by 18 percent or 2 million cases.

About 17 percent of the Nation's families served these products in April compared with only 14 percent 12 months earlier. This represented the greatest number of users reported. The average size of purchase, 2.5 cans per buying family, also was among the largest reported.

Retail prices were down approximately 1 cent from both the preceding month and a year earlier to 33.3 cents per 46-ounce can. Nonetheless, because of increased purchases, buying-family expenditures rose a little to 84 cents, and total retail expenditures were up 28 percent, (\$1.7 million) from the preceding April.

Fruit Drinks Have 26 Percent of Market



For the first time in the 4 years that comparable data are available, canned fruit drink were bought by more families and used in greater quantity than frozen orange concentrate. In contrast, consumption of the drinks in April 1962 was only about half that of orange concentrate. (See tables 14 and 21 & figures 11-14.)

April purchases of fruit drinks were up 37 percent -- 1.4 million cases -- from a year earlier and 43 percent from the 1959-61 average for the month. This type of product accounted for 26 percent of all juices and fruit drinks bought, compared with 19 percent in the same month of 1962.

Cumulative purchases since October 1 were 21 percent or 4.7 million cases above corresponding months of 1961-62. Most of the gain occurred after the freeze. (See figure in margin.)

The size of purchase averaged 3.3 cans among the 26 percent of families buying -- gains of 9 percent in family use, and 24 percent in number of buyers. The quantity bought was

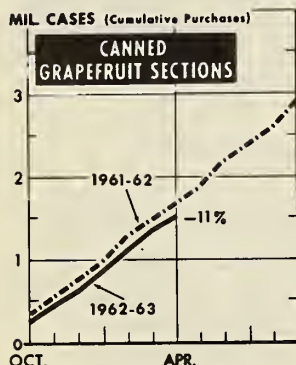
sufficient to provide 6-ounce servings for a family of 4 about every $4\frac{1}{2}$ days, the same as frozen orange concentrate.

April retail prices were down slightly from a year earlier to 30.9 cents per 46-ounce can, to continue the below-average price level that prevailed throughout 1962-63. A 6-ounce serving cost 4 cents, 12 percent less than canned single-strength juices, and 37 percent less than frozen orange concentrate. (See tables 18-20.)

The average family spent \$1.01 for fruit drinks in April, 6 percent more than a year earlier. The number of buyers also increased, so total consumer expenditures were up 34 percent or \$3.7 million. This represented 21 percent of the consumer budget for juices and fruit drinks compared with 18 percent a year earlier.

CANNED AND REFRIGERATED CITRUS SALADS AND SECTIONS

Downturn Persists in Use of Canned Grapefruit Sections



Household purchases of canned grapefruit sections in April were down 17 percent from March and 9 percent from a year earlier. Movement was off 20 percent from the 1957-61 April average and was about the slowest reported in this 6-year series. (See figures 10-14.) Production, down more than one-third from 1961-62, was the smallest since the mid-1940's.

Retail purchases were slow in most months of the current reporting year and the October-April total was 11 percent -- 186,000 cases -- below the corresponding period of 1961-62. (See figure in margin.)

Like the volume of purchases, both the proportion of families buying (3.4 percent) in April and the average size of purchase (2.9 cans), were about the smallest reported.

Retail prices were up about 14 percent from a year earlier and from the 1957-61 average for the month to a record high 23.3 cents per No. 303 can. Hence, despite decreased purchases, buying-family expenditures (69 cents) and total consumer expenditures (\$1.3 million) were moderately larger than a year earlier. Nevertheless, cumulative expenditures since October remained moderately below the same period of 1961-62.

Sales of Citrus Salads and Sections Off Slightly

Retail movement of refrigerated citrus salads and sections totaled about 281,000 gallons in April, slightly less than

in March . Purchases in the 7 months that data are available varied from this amount to a high of 394,000 gallons.

Orange and grapefruit sections accounted for 56 percent of the total, and miscellaneous salads and sections for most of the balance. Purchases of grapefruit sections were very small. (See table 15.)

April prices of orange and grapefruit sections averaged 74.1 cents per quart, and miscellaneous salads cost 75.7 cents. Both products were moderately more expensive than in the preceding month.

FRESH ORANGES AND GRAPEFRUIT

Expenditures for Oranges Off 21 Percent from 1959-60

The downturn in purchases of fresh oranges and the upturn in prices continued in April. (See table 16.) These changes reflected the smallest supply of oranges since 1948-49 as a result of heavy freezes in December.

In April-1963, about half as many oranges were bought for home use as in April 1960, the last comparable month data were obtained. Only 22 percent of the Nation's families bought compared with 37 percent. Further, the average size of purchase (17.5 oranges) was down about 22 percent.

Retail prices averaged 77.4 cents per dozen, 44 percent higher than 3 years earlier. At these prices, family budgets were up 13 percent to \$1.13. Nevertheless, total consumer expenditures were off 28 percent or \$5.3 million.

Cumulative expenditures, October-April, were 21 percent or \$29 million below the corresponding 7 months of 1959-60.

Expenditures for Grapefruit Down 6 Percent from 1959-60

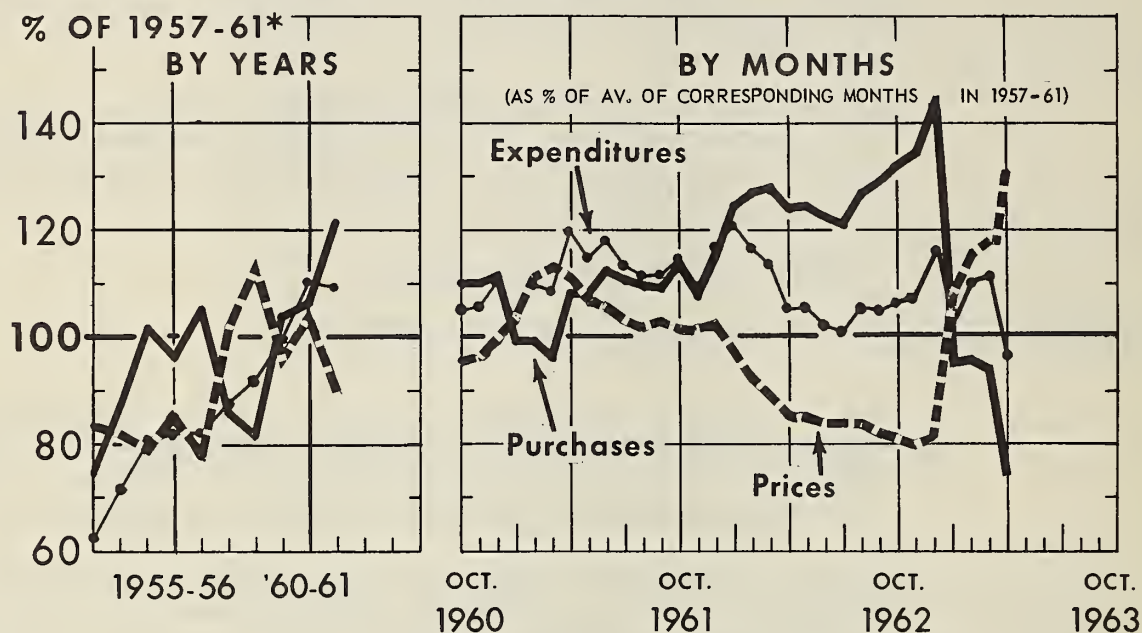
Household use of fresh grapefruit in April was down 19 percent in comparison with the same month in 1960. (See table 17.) The supply of grapefruit in 1962-63 is expected to be the smallest since 1939-40 because of winter freezes.

April purchases averaged 10 grapefruit among the 19 percent of families that bought. In comparison, purchases 3 years earlier averaged 11 grapefruit with 24 percent of families buying.

Prices paid were up 23 percent to \$1.16 per dozen. The average buying family spent 96 cents for the fruit or 12 percent more than in April 1960. Despite the decline in movement, April expenditures of \$10.3 million were about the same. However, cumulative expenditures, October-April, were down 6 percent or \$4.2 million from like months of 1959-60.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 1741

ECONOMIC RESEARCH SERVICE

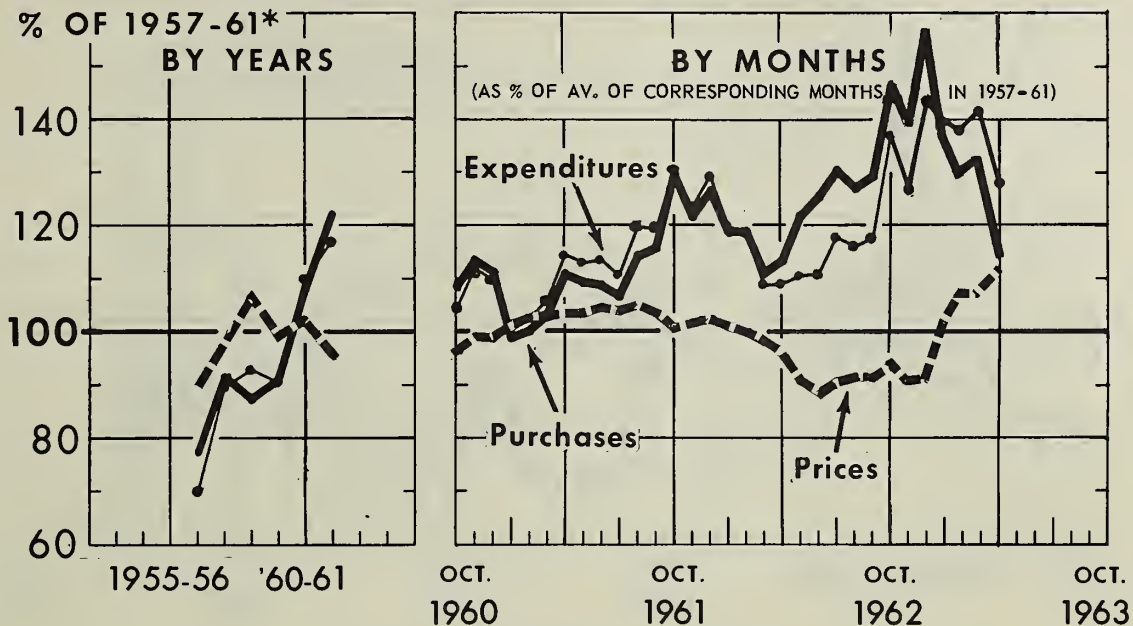
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase by buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,719	5,784	5,111	31.5	29.8	50	46	15.9	19.9	19.7
Nov.	6,669	5,342	4,970	31.3	28.2	50	45	15.9	20.2	19.9
Dec.	7,215	5,728	4,996	32.7	29.8	52	46	15.7	19.9	19.6
Oct.-Dec.	20,603	16,854	15,077							
Jan.	5,066	6,584	5,312	28.2	31.3	42	50	21.3	19.0	19.6
Feb.	4,983	6,582	5,207	28.5	31.5	41	50	22.6	18.0	19.6
Mar.	4,855	6,587	5,172	28.2	31.1	40	50	23.2	17.4	19.6
Jan.-Mar.	14,904	19,753	15,691							
Apr.	3,801	6,363	5,147	23.2	30.6	38	49	25.4	16.4	19.3
May		6,123	4,941		29.5		49		16.4	19.3
June		5,776	4,740		28.4		48		16.3	19.5
Apr.-June		18,262	14,828							
July		5,543	4,601		27.2		48		16.4	19.6
Aug.		5,779	4,580		28.7		47		16.5	19.8
Sep.		6,562	5,111		31.3		49		16.0	19.6
July-Sept.		17,884	14,292							
Season		72,753	59,888						17.7	19.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 1742

ECONOMIC RESEARCH SERVICE

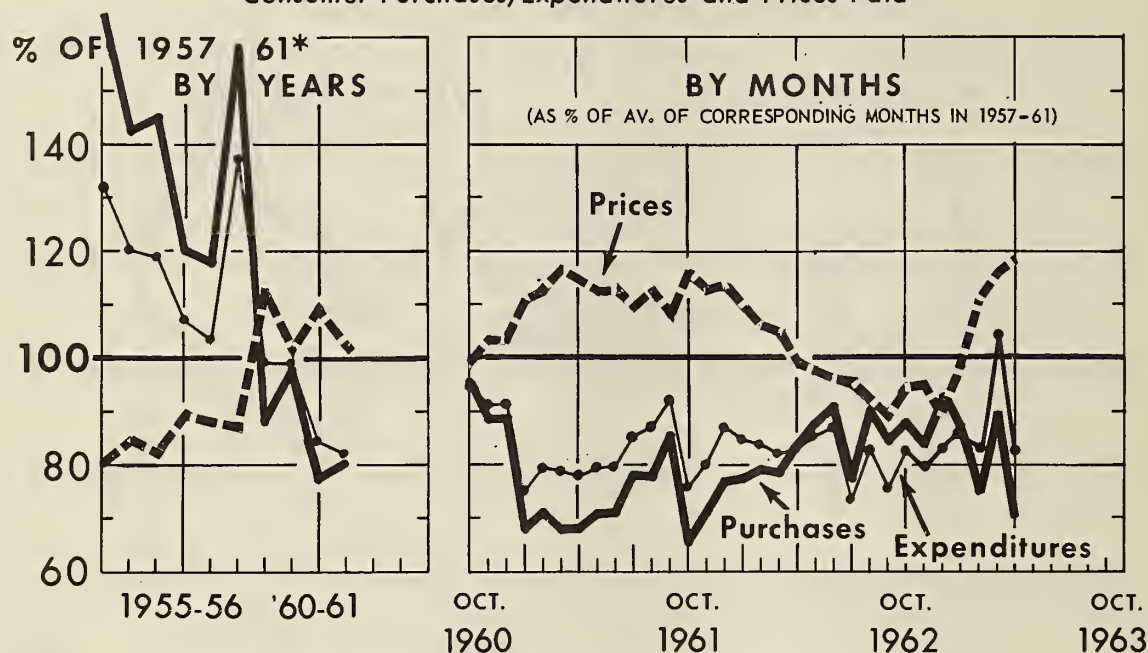
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,849	2,521	1,950	6.0	5.0	112	119	37.1	39.9	39.7
Nov.	2,811	2,448	2,017	6.2	5.1	107	114	36.4	40.8	40.2
Dec.	3,002	2,410	1,911	6.3	5.1	111	111	36.3	40.9	40.0
Oct.-Dec.	8,662	7,379	5,878							
Jan.	2,884	2,489	2,098	6.4	5.7	105	104	39.8	39.4	39.1
Feb.	2,948	2,713	2,288	6.5	6.0	105	106	41.6	38.6	38.7
Mar.	2,997	2,511	2,267	6.4	5.6	109	107	42.4	38.8	39.6
Jan.-Mar.	8,829	7,713	6,653							
Apr.	2,555	2,532	2,239	5.6	5.8	106	103	44.1	37.8	39.3
May		2,840	2,339		6.3		106		35.1	38.7
June		2,863	2,291		6.2		108		33.9	38.3
Apr.-June		8,235	6,869							
July		2,681	2,064		6.2		101		35.4	39.1
Aug.		2,408	1,901		5.6		100		36.2	39.6
Sep.		2,544	1,974		5.9		102		36.1	39.6
July-Sept.		7,633	5,939							
Season		30,960	25,339						37.7	39.3

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 1743

ECONOMIC RESEARCH SERVICE

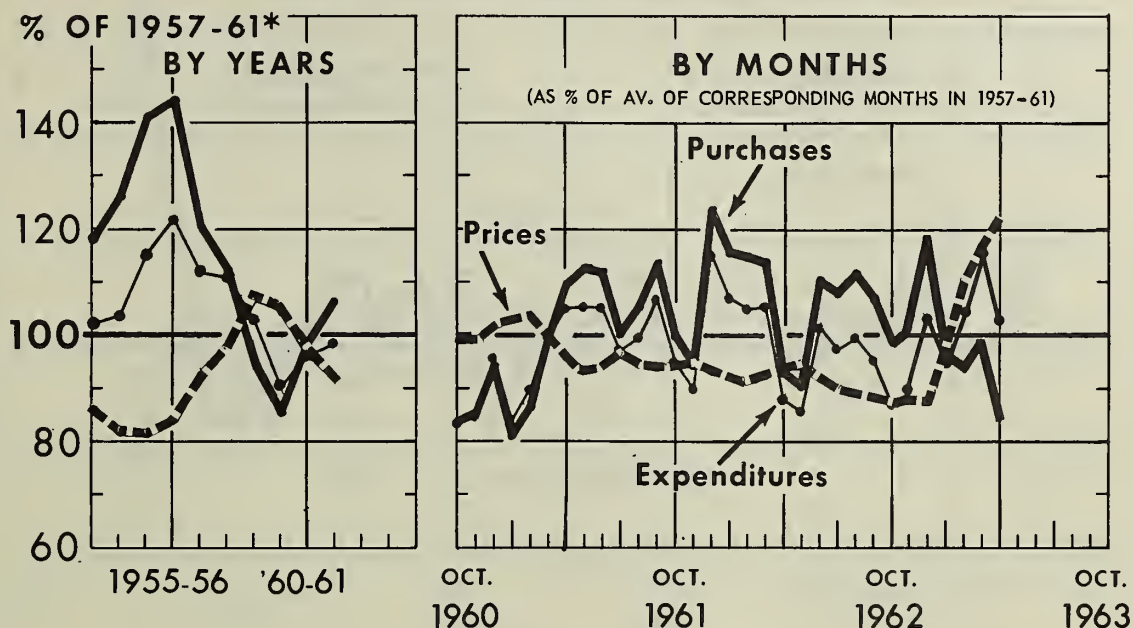
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	749	559	852	6.3	5.1	94	88	35.5	43.6	37.8
Nov.	677	574	808	5.9	5.3	90	88	35.8	42.4	37.7
Dec.	699	579	754	6.0	5.2	92	89	34.0	43.1	38.1
Oct.-Dec.	2,125	1,712	2,414							
Jan.	779	690	892	6.6	6.3	93	87	36.5	40.5	37.0
Feb.	680	719	909	6.7	6.2	80	92	41.8	39.7	37.5
Mar.	823	718	915	6.9	5.9	94	97	43.5	39.2	37.5
Jan.-Mar.	2,282	2,127	2,716							
Apr.	618	736	881	5.7	5.8	85	101	44.9	37.5	37.8
May		734	838		6.0		97		36.9	37.9
June		731	806		6.0		96		36.1	37.7
Apr.-June		2,201	2,525							
July		592	764		5.1		91		36.5	38.5
Aug.		638	708		5.6		90		35.8	39.0
Sep.		599	709		5.3		89		35.7	39.9
July-Sept.		1,829	2,181							
Season		7,869	9,836						38.9	38.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounce per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 1744

ECONOMIC RESEARCH SERVICE

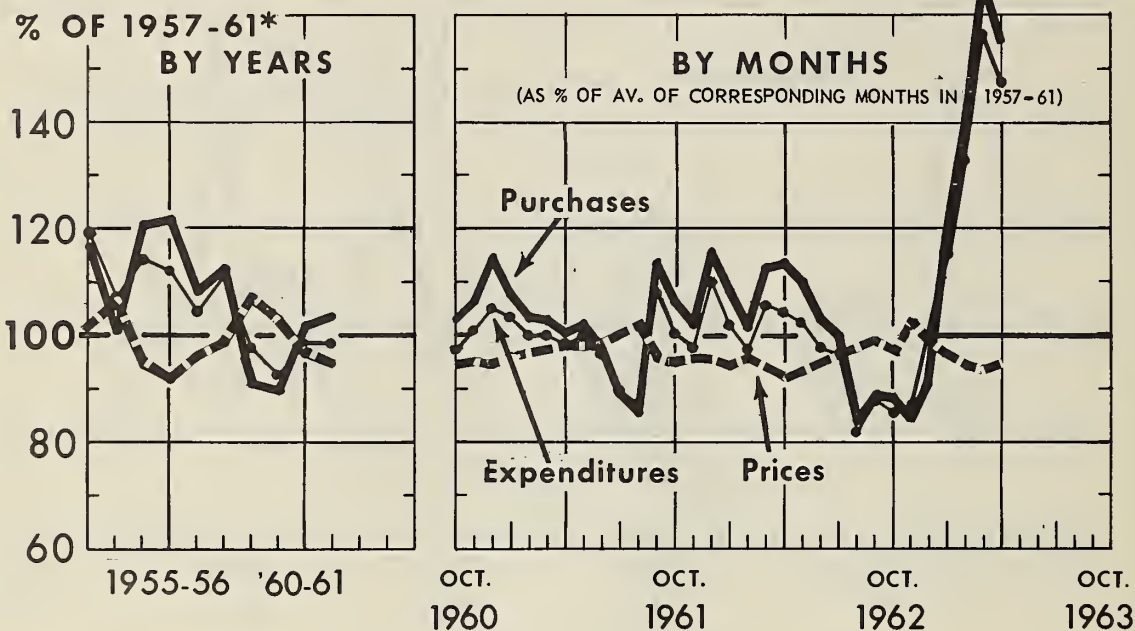
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	765	774	772	5.8	5.7	104	108	26.6	28.7	30.3
Nov.	697	647	683	5.4	5.1	103	101	27.0	29.2	30.7
Dec.	765	796	643	5.4	5.7	111	113	26.4	28.4	30.4
Oct.-Dec.	2,227	2,217	2,098							
Jan.	726	876	755	5.8	6.3	98	110	29.6	27.8	30.1
Feb.	674	823	715	5.7	5.9	93	111	33.5	27.8	30.4
Mar.	728	841	738	5.9	5.9	98	114	35.3	27.9	30.1
Jan.-Mar.	2,128	2,540	2,208							
Apr.	668	740	793	5.2	5.4	100	109	35.7	27.5	29.1
May		708	781		4.8		118		27.3	28.9
June		790	714		5.6		111		26.9	29.2
Apr.-June		2,238	2,288							
July		685	632		4.9		111		27.3	30.3
Aug.		764	683		5.3		114		26.7	29.9
Sep.		712	663		5.2		108		26.9	30.3
July-Sept.		2,161	1,978							
Season		9,156	8,572						27.7	30.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 1745

ECONOMIC RESEARCH SERVICE

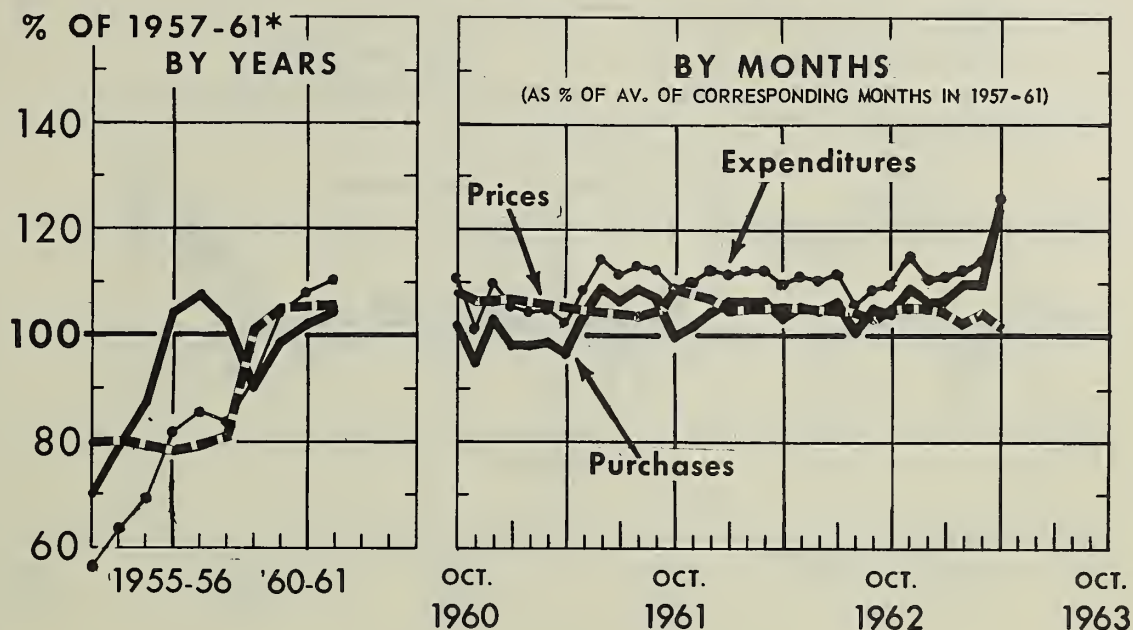
Table 5.--CANNED SINGLE-STRENGTH PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	families buying	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,038	1,251	1,178	8.3	9.0	98	111	28.3	27.6	29.2
Nov.	950	1,158	1,135	7.9	9.5	94	98	30.0	27.9	29.2
Dec.	1,015	1,275	1,106	8.1	10.1	99	101	29.5	28.3	29.7
Oct.-Dec.	3,003	3,684	3,419							
Jan.	1,385	1,262	1,165	10.9	10.1	100	100	28.6	27.7	29.5
Feb.	1,635	1,182	1,164	11.8	10.2	109	92	28.1	28.4	29.7
Mar.	1,929	1,301	1,156	13.0	10.2	117	102	28.0	28.0	29.8
Jan.-Mar.	4,949	3,745	3,485							
Apr.	1,721	1,257	1,108	11.6	10.1	116	98	28.4	27.4	29.8
May		1,234	1,123		9.7		101		27.3	29.4
June		1,092	1,061		8.6		101		28.0	29.6
Apr.-June		3,583	3,292							
July		1,020	1,023		8.0		101		28.9	30.0
Aug.		875	1,042		7.5		92		28.8	29.6
Sep.		957	1,079		7.6		99		28.8	29.1
July-Sept.		2,852	3,144							
Season		13,864	13,340						28.0	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PRUNE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 1746

ECONOMIC RESEARCH SERVICE

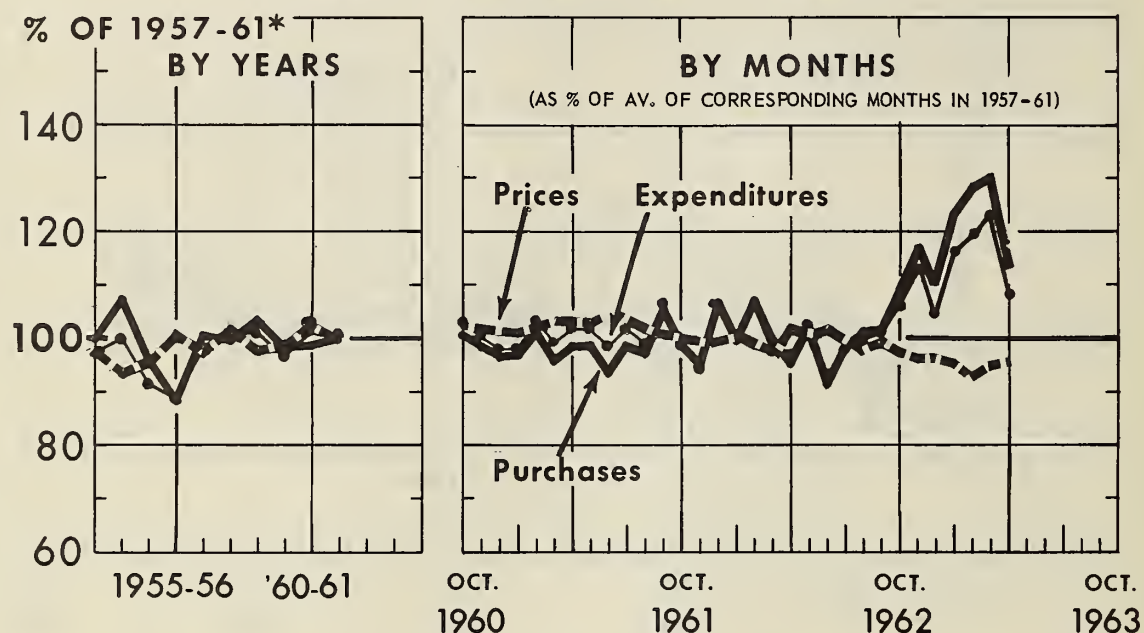
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	660	634	632	6.9	6.5	76	78	42.1	43.5	39.9
Nov.	652	611	598	6.9	6.3	75	78	42.5	43.8	40.5
Dec.	636	628	599	6.3	6.7	80	75	42.8	43.9	40.8
Oct.-Dec.	1,948	1,873	1,829							
Jan.	693	697	652	7.1	7.0	77	80	42.7	42.9	40.9
Feb.	716	699	653	7.7	7.6	74	73	42.4	43.6	41.4
Mar.	719	700	654	7.8	7.5	73	74	43.2	43.7	41.5
Jan.-Mar.	2,128	2,096	1,959							
Apr.	749	625	602	8.1	7.0	73	70	42.3	44.2	41.7
May		643	607		6.7		76		44.1	41.8
June		631	600		6.5		76		43.9	41.7
Apr.-June		1,899	1,809							
July		610	571		6.2		78		43.8	41.7
Aug.		576	569		6.1		75		43.6	41.6
Sep.		636	602		6.4		79		43.1	41.7
July-Sept.		1,822	1,742							
Season		7,690	7,339						43.7	41.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

TOMATO JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 7

NEG. ERS 1747

ECONOMIC RESEARCH SERVICE

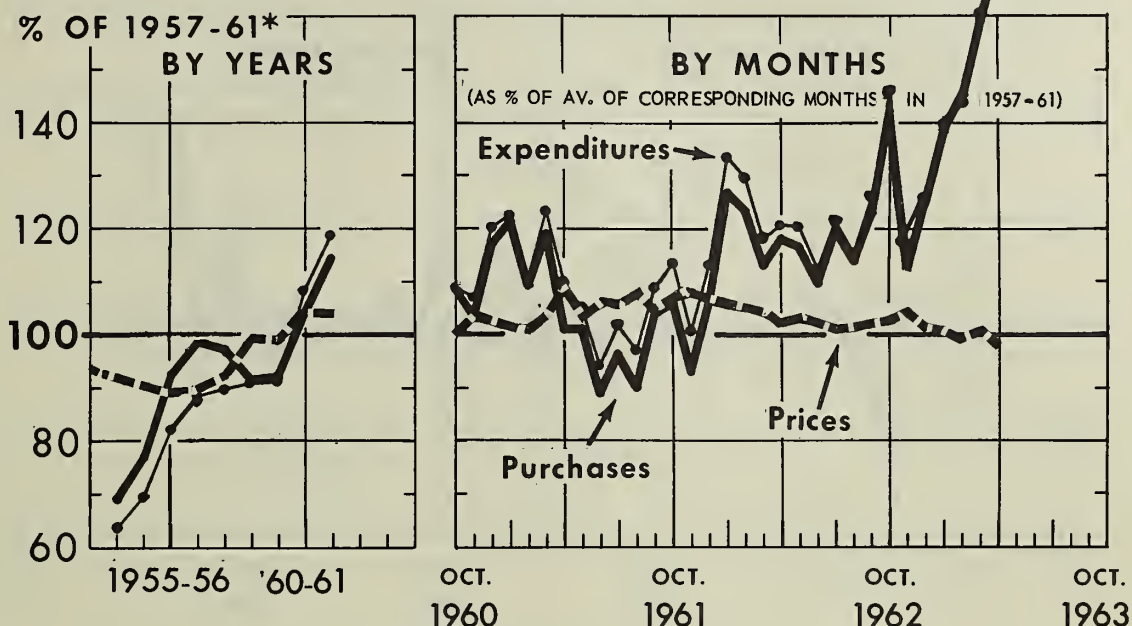
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,973	1,780	1,800	15.8	14.8	99	97	26.4	27.1	27.1
Nov.	2,174	1,766	1,854	16.5	15.4	104	92	26.3	27.3	27.4
Dec.	1,795	1,744	1,632	15.1	15.3	94	92	26.9	28.0	28.1
Oct.-Dec.	5,942	5,290	5,286							
Jan.	2,379	1,926	1,926	19.0	16.7	98	92	26.5	28.3	28.1
Feb.	2,482	2,072	1,931	18.8	17.2	104	96	26.0	27.8	28.1
Mar.	2,501	1,930	1,930	18.7	16.5	105	94	26.3	27.0	27.6
Jan.-Mar.	7,362	5,928	5,787							
Apr.	2,129	1,797	1,879	17.2	15.4	97	92	26.6	28.2	27.7
May		1,832	1,791		15.4		94		27.8	27.6
June		1,561	1,700		13.9		89		28.5	28.0
Apr.-June		5,190	5,370							
July		1,509	1,530		13.6		88		28.2	28.3
Aug.		1,525	1,501		13.2		91		27.5	27.9
Sep.		1,621	1,588		13.6		95		27.3	27.5
July-Sept.		4,655	4,619							
Season		21,063	21,062						27.7	27.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 8

NEG. ERS 1748

ECONOMIC RESEARCH SERVICE

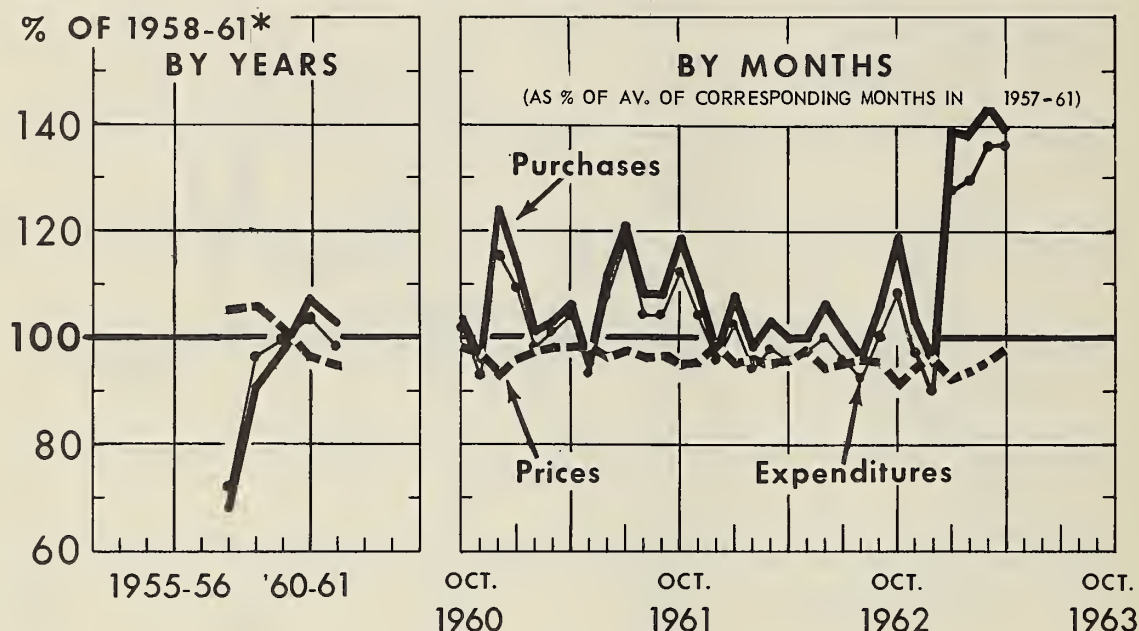
Table 8.--CANNED SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	613	458	432	3.9	3.3	125	110	30.7	32.0	29.9
Nov.	484	400	429	3.3	2.8	117	113	31.5	32.7	30.3
Dec.	496	423	398	3.2	3.0	120	113	31.2	32.8	30.8
Oct.-Dec.	1,593	1,281	1,259							
Jan.	723	656	518	4.6	4.5	125	115	30.8	32.3	30.6
Feb.	685	579	470	4.3	3.9	125	118	31.0	32.9	31.3
Mar.	753	534	472	5.1	3.7	117	116	31.3	32.4	31.1
Jan.-Mar.	2,143	1,769	1,460							
Apr.	975	670	568	6.5	4.7	118	114	30.0	31.2	30.5
May		650	558		4.6		113		31.3	30.4
June		650	592		4.6		112		30.4	29.7
Apr.-June		1,970	1,718							
July		741	619		5.2		113		30.1	29.7
Aug.		616	541		4.5		108		30.0	29.6
Sep.		579	471		3.9		118		31.0	30.3
July-Sept.		1,936	1,631							
Season		6,956	6,068						31.5	30.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED S/S PINEAPPLE-GRAPEFRUIT DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 9

NEG. ERS 1749

ECONOMIC RESEARCH SERVICE

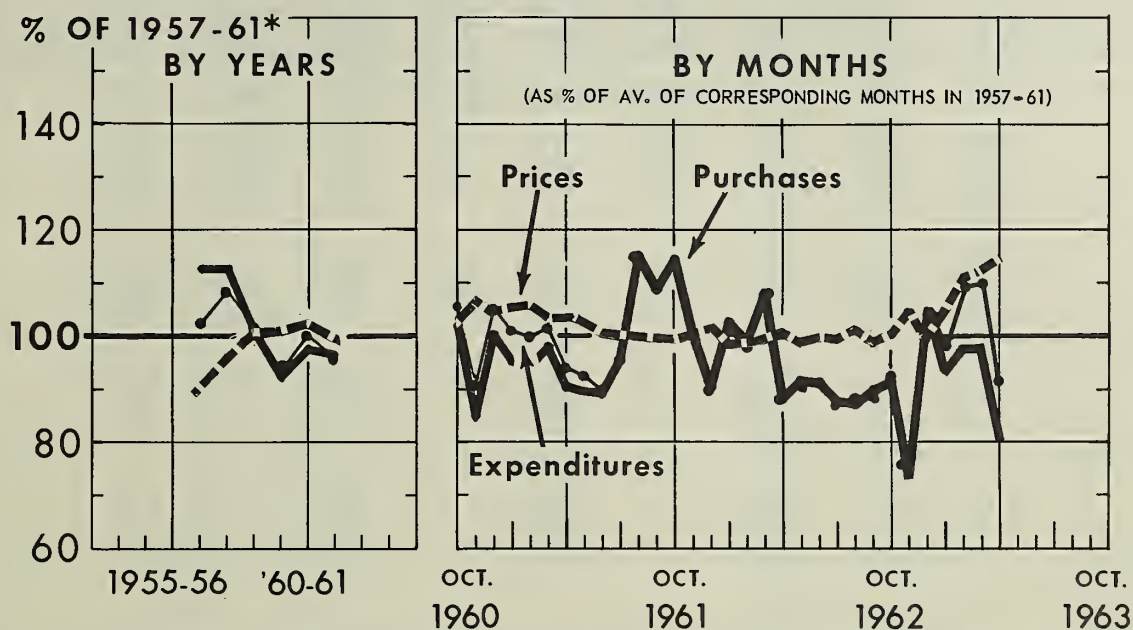
Table 9.--CANNED SINGLE STRENGTH PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1958-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1958-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,159	1,156	976	7.5	7.9	122	117	26.5	27.5	29.0
Nov.	923	970	892	6.5	7.2	112	109	27.7	28.0	29.3
Dec.	855	875	900	5.9	6.3	115	112	27.5	28.3	28.8
Oct.-Dec.	2,937	3,001	2,768							
Jan.	1,589	1,233	1,145	9.7	7.8	129	126	26.3	27.2	28.6
Feb.	1,740	1,238	1,259	10.5	8.2	130	120	26.6	27.1	28.3
Mar.	1,746	1,255	1,218	11.0	7.7	125	129	26.9	26.8	28.2
Jan.-Mar.	5,075	3,726	3,622							
Apr.	1,606	1,153	1,154	9.7	7.5	130	122	27.7	27.0	28.2
May		1,120	1,120		7.4		120		27.5	28.2
June		1,249	1,176		7.6		130		26.4	28.0
Apr.-June		3,522	3,450							
July		1,253	1,240		8.0		124		26.4	27.8
Aug.		1,067	1,108		6.8		124		26.9	28.0
Sep.		1,077	1,017		6.9		123		27.0	28.4
July-Sept.		3,397	3,365							
Season		13,646	13,205						27.1	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 10

NEG. ERS 1750

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	285	357	311	4.5	5.3	55	60	20.1	19.8	20.0
Nov.	182	251	249	3.3	3.7	49	61	21.2	20.2	20.3
Dec.	201	174	192	3.3	3.2	54	49	20.3	20.8	20.5
Oct.-Dec.	668	782	752							
Jan.	228	252	245	3.8	4.0	52	56	21.3	19.9	20.2
Feb.	223	237	239	3.8	3.7	53	56	22.5	20.0	20.2
Mar.	219	244	225	3.9	3.7	48	58	22.9	20.3	20.4
Jan.-Mar.	670	733	709							
Apr.	182	201	227	3.4	3.5	47	50	23.3	20.4	20.3
May		214	233		3.6		53		20.2	20.4
June		233	255		3.6		58		20.5	20.5
Apr.-June		648	715							
July		232	264		3.7		55		20.6	20.7
Aug.		221	253		3.5		56		20.7	20.4
Sep.		256	284		3.8		60		20.1	20.4
July-Sept.		709	801							
Season		2,872	2,977						20.3	20.4

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of		Purchase per		Prices paid per		
				families buying		buying family		46-ounce can		
	1962- 1963	1961- 1962	Average 1957-61	1962- 1963	1961- 1962	1962- 1963	1961- 1962	1962- 1963	1961- 1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,380	1,542	1,498	15.9	17.3	68	72	35.8	36.9	---
Nov.	1,411	1,416	1,416	17.1	16.9	65	67	35.3	36.8	---
Dec.	1,437	1,416	1,417	17.0	17.2	67	66	35.2	36.8	---
Oct.-Dec.	4,228	4,374	4,331							
Jan.	1,576	1,505	1,540	17.9	17.5	69	68	35.9	36.7	---
Feb.	1,750	1,479	1,569	19.6	18.0	70	66	36.9	36.1	---
Mar.	1,812	1,465	1,622	19.8	17.5	72	67	37.4	36.1	---
Jan.-Mar.	5,138	4,449	4,731							
Apr.	1,755	1,511	1,611	19.7	17.5	70	68	37.4	36.1	---
May		1,594	1,678		18.8		67		34.6	---
June		1,544	1,573		18.6		66		35.1	---
Apr.-June		4,649	4,862							
July		1,480	1,494		17.8		66		35.0	---
Aug.		1,477	1,390		17.6		66		34.6	---
Sep.		1,357	1,355		16.6		65		34.7	---
July-Sept.		4,314	4,239							
Season		17,786	18,163						35.8	---

1/ All canned juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of		Purchase per		Prices paid per		
				families buying		buying family		46-ounce can		
	1962- 1963	1961- 1962	Average 1959-61	1962- 1963	1961- 1962	1962- 1963	1961- 1962	1962- 1963	1961- 1962	Average 1959-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,532	1,487	1,449	10.9	10.9	111	109	33.9	34.0	34.7
Nov.	1,498	1,366	1,322	11.0	11.0	108	100	34.2	35.1	35.2
Dec.	1,508	1,404	1,326	11.2	10.9	106	103	34.4	35.1	35.1
Oct.-Dec.	4,538	4,257	4,097							
Jan.	1,864	1,634	1,467	13.0	12.5	113	104	33.7	34.6	34.9
Feb.	2,169	1,688	1,571	14.5	12.3	118	109	34.3	34.8	34.8
Mar.	2,204	1,812	1,609	15.0	12.1	115	119	34.0	34.6	34.8
Jan.-Mar.	6,237	5,134	4,647							
Apr.	2,494	1,885	1,764	16.8	13.7	116	109	33.3	34.5	34.6
May		2,230	2,031		14.9		119		33.9	33.9
June		2,124	2,166		14.6		115		33.7	33.8
Apr.-June		6,239	5,961							
July		2,060	2,021		14.5		112		33.2	33.4
Aug.		1,823	1,821		13.0		111		33.4	33.7
Sep.		1,727	1,709		11.9		114		33.8	33.9
July-Sept.		5,610	5,551							
Season		21,240	20,256						34.2	34.3

1/ All fruit drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,565	6,540	6,732	40.7	40.5	127	130	33.2	34.5	---
Nov.	6,561	6,172	6,495	42.1	40.5	123	122	33.3	34.7	---
Dec.	6,347	6,438	6,152	41.2	41.5	122	124	33.4	34.8	---
Oct.-Dec.	19,473	19,150	19,379							
Jan.	7,538	6,956	6,931	45.5	47.8	130	116	33.4	34.5	---
Feb.	7,937	6,974	6,940	47.1	44.3	133	126	34.0	34.4	---
Mar.	8,512	6,955	7,015	47.9	43.3	140	128	34.5	34.1	---
Jan.-Mar.	23,987	20,885	20,886							
Apr.	7,640	6,666	6,875	45.7	42.3	131	125	35.1	34.1	---
May		6,745	6,817		42.6		126		33.6	---
June		6,349	6,454		41.8		120		34.1	---
Apr.-June		19,760	20,146							
July		5,896	6,013		39.5		118		34.4	---
Aug.		5,855	5,892		38.4		121		33.7	---
Sep.		5,882	5,995		38.4		121		33.8	---
July-Sept.		17,633	17,900							
Season		77,428	78,311						34.2	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 14.--TOTAL CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1959-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1959-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	3,304	3,101	2,858	18.9	18.7	138	133	30.7	31.3	32.0
Nov.	2,905	2,736	2,577	17.5	18.2	131	121	31.7	32.2	32.8
Dec.	2,859	2,702	2,635	17.4	17.6	130	123	31.8	32.5	32.3
Oct.-Dec.	9,068	8,539	8,070							
Jan.	4,176	3,523	3,235	22.2	21.4	148	131	30.4	31.6	31.8
Feb.	4,594	3,505	3,362	23.9	20.5	151	136	30.9	31.8	31.9
Mar.	4,703	3,601	3,408	25.5	20.0	145	143	30.9	31.6	31.7
Jan.-Mar.	13,473	10,629	10,005							
Apr.	5,075	3,708	3,558	26.4	21.3	151	138	30.9	31.6	31.7
May		4,000	3,758		22.3		142		31.7	31.7
June		4,023	4,027		22.5		142		30.9	31.3
Apr.-June		11,731	11,343							
July		4,054	4,007		22.6		142		30.5	30.8
Aug.		3,506	3,486		20.0		139		30.8	31.1
Sep.		3,383	3,233		19.1		140		31.2	31.5
July-Sept.		10,943	10,726							
Season		41,842	40,144						31.4	31.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 15.--REFRIGERATED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 1/

Period 2/	Orange and Grapefruit Sections				Grapefruit Sections			
	Total	Proportion	Purchases	Prices	Total	Proportion	Purchases	Prices
	Purchases	of families	per buying	paid per	Purchases	of families	per buying	paid per
	buying	family	32-oz.	jar	buying	family	26-oz.	jar
	1,000				1,000			
	Gallons	Percent	Ounces	Cents	Gallons	Percent	Ounces	Cents
Oct.	156	1.0	38.4	63.6	14	0.1	36.3	55.5
Nov.	182	0.9	46.9	60.0	15	0.1	33.9	57.5
Dec.	142	0.8	43.0	63.1	3/	---	---	---
Oct.-Dec.	480				29			
Jan.	151	0.8	47.5	66.2	9	0.1	41.8	61.3
Feb.	151	0.8	43.4	69.1	31	0.2	43.0	58.1
Mar.	173	0.9	43.7	71.9	18	0.1	38.2	64.3
Jan.-Mar.	475				58			
Apr.	156	0.8	47.7	74.1	3/	---	---	---
May								
Jun.								
Apr.-Jun.								
Jul.								
Aug.								
Sep.								
Jul.-Sep.								
Season								
Other Citrus Salads				Total Salads and Sections				
Total	Proportion	Purchases	Prices	Total	Proportion	Purchases	Prices	
Purchases	of families	per buying	paid per	Purchases	of families	per buying	paid per	
buying	family	32-oz.	jar	buying	family	jar		
	1,000				1,000			
	Gallons	Percent	Ounces	Cents	Gallons	Percent	Ounces	
Oct.	141	0.8	40.1	61.9	311	1.8	42.1	
Nov.	197	1.1	41.5	62.4	394	2.0	47.0	
Dec.	175	1.0	40.6	61.5	317	1.7	45.2	
Oct.-Dec.	513				1,022			
Jan.	135	0.9	34.6	62.5	295	1.7	42.4	
Feb.	116	0.7	37.5	71.4	298	1.6	45.4	
Mar.	95	0.6	36.9	72.4	286	1.6	42.5	
Jan.-Mar.	346				879			
Apr.	125	0.8	36.2	75.7	281	1.4	47.2	
May								
Jun.								
Apr.-Jun.								
Jul.								
Aug.								
Sep.								
Jul.-Sep.								
Season								

1/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying refrigerated salads and sections, these estimates particularly should be used with caution.

2/ Data are for 4-week (28-day) periods to facilitate comparisons.

3/ Too few buyers to permit analysis.

Table 16.-- FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per Dozen		
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	1,000 Doz.	1,000 Doz.	1,000 Doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,888	22,954	28,570	15.3	25.5	18.4	21.7	62.4	52.6	44.2
Nov.	24,791	33,469	42,982	27.9	33.7	19.5	23.0	48.6	45.2	37.5
Dec.	42,444	48,925	57,708	41.5	44.4	22.4	27.4	49.4	43.4	37.9
Oct.-Dec.	80,123	105,348	129,260							
Jan.	27,332	48,506	51,049	31.8	43.0	18.8	27.5	67.3	45.9	39.9
Feb.	25,296	48,592	53,450	29.5	43.4	18.7	26.2	72.9	49.6	40.9
Mar.	20,699	42,941	50,259	25.6	40.6	17.7	25.6	74.6	51.8	43.0
Jan.-Mar.	73,327	140,039	154,758							
Apr.	18,016	35,817	48,090	22.5	36.7	17.5	22.4	77.4	53.7	44.8
May		29,927	43,252		31.8		22.8		51.3	47.4
June		21,441	31,128		23.9		20.9		54.2	47.8
Apr.-June		87,185	122,470							
July		14,214	26,665		14.8		22.0		54.6	45.4
Aug.		11,182	23,266		12.1		21.7		56.5	45.2
Sep.		12,916	22,788		13.6		21.6		54.1	46.2
July-Sept.		38,312	72,719							
Season		370,884	479,207						50.0	42.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 17.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1962 to date with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per Dozen		
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	1,000 Doz.	1,000 Doz.	1,000 Doz.	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	5,796	7,632	5,288	17.1	22.1	7.4	8.0	96.5	93.0	96.8
Nov.	10,570	10,234	10,141	24.7	25.6	9.4	9.2	87.4	86.1	82.4
Dec.	11,349	11,023	11,968	23.7	25.1	10.5	10.6	88.4	83.4	78.5
Oct.-Dec.	27,715	28,889	27,397							
Jan.	9,217	13,533	13,633	21.2	28.9	9.5	11.0	106.2	83.9	77.4
Feb.	10,191	14,486	15,882	22.6	29.5	9.9	12.0	106.8	82.6	74.3
Mar.	9,963	14,106	15,092	21.8	29.1	10.0	11.8	108.6	85.2	77.7
Jan.-Mar.	29,371	42,125	44,607							
Apr.	8,933	11,086	13,100	19.4	23.8	10.0	11.0	115.6	94.1	82.1
May		6,769	9,571		18.2		9.1		107.3	91.5
June		3,422	5,334		10.8		7.6		116.3	99.9
Apr.-June		21,277	28,005							
July		1,669	2,671		5.4		7.0		119.4	105.9
Aug.		1,221	1,514		3.7		7.4		126.8	111.4
Sep.		1,156	1,691		3.7		7.2		129.7	112.7
July-Sept.		4,046	5,876							
Season		96,337	105,885						90.5	83.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 18.--Prices paid by consumers per 6-ounce serving of juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/	Frozen concen- trated juices			Chilled: orange juice			Canned single-strength juices						Canned single-strength fruit drinks						Average all juices and fruit drinks
	Orange	Miscel- laneous	Pine- apple	Orange	Grape- fruit	Pine- apple	Prune	Tomato	Miscel- laneous	Average	Orange	Pine- apple grape- fruit	Miscel- laneous	Average	Orange	Miscel- laneous	Average		
Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents		
1961-62																			
October	5.0	4.8	7.5	5.7	3.7	3.6	8.2	3.5	4.8	4.5	4.2	3.6	4.4	4.1	4.7	4.8	4.8		
November	5.0	4.8	7.6	5.5	3.8	3.6	8.2	3.6	4.8	4.5	4.3	3.6	4.6	4.2	4.8	4.8	4.8		
December	5.0	4.8	7.7	5.6	3.7	3.6	8.2	3.6	4.8	4.5	4.3	3.7	4.6	4.2	4.8	4.8	4.8		
January	4.8	4.6	7.4	5.3	3.6	3.7	8.0	3.7	4.8	4.5	4.2	3.6	4.5	4.1	4.6	4.6	4.6		
February	4.5	4.7	7.2	5.2	3.6	3.6	8.2	3.6	4.7	4.5	4.3	3.5	4.5	4.2	4.6	4.6	4.6		
March	4.4	4.6	7.3	5.1	3.6	3.5	8.2	3.5	4.7	4.4	4.2	3.5	4.5	4.1	4.5	4.5	4.5		
April	4.1	4.6	7.1	4.9	3.6	3.7	8.3	3.7	4.7	4.4	4.1	3.5	4.5	4.1	4.4	4.4	4.4		
May	4.1	4.6	6.6	4.8	3.6	3.6	8.3	3.6	4.5	4.4	4.1	3.6	4.4	4.1	4.3	4.3	4.3		
June	4.1	4.5	6.4	4.7	3.5	3.6	8.2	3.7	4.6	4.4	4.0	3.4	4.4	4.0	4.3	4.3	4.3		
July	4.1	4.4	6.6	4.8	3.6	3.8	8.2	3.7	4.6	4.5	3.9	3.4	4.3	4.0	4.3	4.3	4.3		
August	4.1	4.6	6.8	4.7	3.5	3.8	8.2	3.6	4.5	4.4	3.9	3.5	4.4	4.0	4.3	4.3	4.3		
September	4.0	4.6	6.8	4.7	3.5	3.8	8.1	3.6	4.5	4.4	4.0	3.5	4.4	4.1	4.3	4.3	4.3		
Season	4.4	4.6	7.1	5.1	3.6	3.7	8.2	3.6	4.7	4.5	4.1	3.5	4.5	4.1	4.5	4.1	4.5		
1962-63																			
October	4.0	4.6	7.0	4.6	3.5	3.7	7.9	3.4	4.7	4.3	4.0	3.5	4.4	4.0	4.3	4.3	4.3		
November	4.0	4.6	6.8	4.7	3.5	3.9	8.0	3.4	4.6	4.3	4.1	3.6	4.5	4.1	4.3	4.3	4.3		
December	3.9	4.5	6.8	4.4	3.4	3.8	8.0	3.5	4.6	4.4	4.1	3.6	4.5	4.2	4.3	4.3	4.3		
January	5.3	4.6	7.5	4.8	3.9	3.7	8.0	3.5	4.7	4.4	4.0	3.4	4.4	4.0	4.7	4.7	4.7		
February	5.6	4.8	7.8	5.4	4.4	3.7	8.0	3.4	4.8	4.4	4.0	3.5	4.5	4.0	4.9	4.9	4.9		
March	5.8	4.8	8.0	5.7	4.6	3.7	8.1	3.4	4.9	4.5	4.1	3.5	4.4	4.0	4.9	4.9	4.9		
April	6.4	4.8	8.3	8.9	4.7	3.7	7.9	3.5	4.9	4.6	3.9	3.6	4.3	4.0	5.0	5.0	5.0		
May																			
June																			
July																			
August																			
September																			
Season																			

1/ Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.

Table 19.---Consumer expenditures for juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/	Frozen concen- -trated juices			Chilled: orange juice		Canned single-strength juices								Canned single-strength fruit drinks				All juices & fruit drinks			
	Orange	Miscel- -aneous	1,000 dollars	1,000 dollars	1,000 dollars	Orange	Grape- fruit	Pine- apple	Prune	Tomato	Miscel- -aneous	Total	Orange	Pine- apple	Miscel- -aneous	Total	Orange		Pine- apple	Miscel- -aneous	Total
1961-62	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
October	24,555	2,781	4,024	2,289	2,086	3,243	3,723	4,530	5,344	21,215	1,376	2,985	4,748	9,109	1,376	2,985	4,748	9,109	1,376	2,985	4,748
November	23,020	2,590	3,995	2,286	1,774	3,034	3,613	4,528	4,894	20,129	1,228	2,551	4,503	8,282	1,228	2,551	4,503	8,282	1,228	2,551	4,503
December	24,317	2,606	3,943	2,344	2,123	3,389	3,722	4,586	4,894	21,058	1,303	2,326	4,628	8,257	1,303	2,326	4,628	8,257	1,303	2,326	4,628
January	26,687	3,055	3,923	2,624	2,287	3,283	4,037	5,119	5,187	22,537	1,990	3,150	5,310	10,450	1,990	3,150	5,310	10,450	1,990	3,150	5,310
February	25,275	2,741	4,189	2,681	2,149	3,153	4,114	5,410	5,014	22,521	1,789	3,151	5,517	10,457	1,789	3,151	5,517	10,457	1,789	3,151	5,517
March	24,450	3,160	3,897	2,643	2,204	3,421	4,130	4,894	4,967	22,259	1,625	3,159	5,888	10,672	1,625	3,159	5,888	10,672	1,625	3,159	5,888
April	22,262	2,908	3,828	2,592	1,911	3,235	3,729	4,759	5,123	21,349	1,963	2,924	6,107	10,994	1,963	2,924	6,107	10,994	1,963	2,924	6,107
May	21,422	2,862	3,987	2,544	1,815	3,164	3,828	4,783	5,180	21,314	1,911	2,893	7,100	11,904	1,911	2,893	7,100	11,904	1,911	2,893	7,100
June	20,085	2,788	3,882	2,478	1,996	2,871	3,740	4,178	5,090	20,353	1,856	3,097	6,722	11,675	1,856	3,097	6,722	11,675	1,856	3,097	6,722
July	19,393	2,915	3,796	2,030	1,756	2,768	3,607	3,996	4,865	19,022	2,095	3,107	6,423	11,625	2,095	3,107	6,423	11,625	2,095	3,107	6,423
August	20,342	2,403	3,487	2,145	1,916	2,367	3,390	3,938	4,799	18,555	1,736	2,696	5,718	10,150	1,736	2,696	5,718	10,150	1,736	2,696	5,718
September	22,398	2,753	3,674	2,008	1,799	2,588	3,701	4,156	4,422	18,674	1,686	2,731	5,482	9,899	1,686	2,731	5,482	9,899	1,686	2,731	5,482
Season	274,206	33,562	46,625	28,664	23,816	36,516	45,334	54,877	59,779	248,986	20,558	34,770	68,146	123,474	20,558	34,770	68,146	123,474	20,558	34,770	68,146
1962-63																					
October	22,790	2,621	4,228	2,497	1,911	2,759	3,751	4,891	4,640	20,449	1,767	2,885	4,877	9,529	1,767	2,885	4,877	9,529	1,767	2,885	4,877
November	22,621	2,496	4,093	2,276	1,767	2,676	3,741	5,370	4,678	20,508	1,432	2,401	4,811	8,644	1,432	2,401	4,811	8,644	1,432	2,401	4,811
December	24,165	2,581	4,359	2,232	1,897	2,812	3,675	4,535	4,750	19,901	1,453	2,208	4,872	8,533	1,453	2,208	4,872	8,533	1,453	2,208	4,872
January	23,020	3,987	4,591	2,670	2,018	3,720	3,955	5,921	5,313	23,637	2,091	3,925	5,899	11,915	2,091	3,925	5,899	11,915	2,091	3,925	5,899
February	24,024	4,386	4,905	2,669	2,120	4,315	4,098	6,060	6,064	25,326	1,994	4,347	6,987	13,328	1,994	4,347	6,987	13,328	1,994	4,347	6,987
March	24,029	4,507	5,083	3,362	2,413	5,072	4,193	6,177	6,364	27,581	2,213	4,411	7,037	13,661	2,213	4,411	7,037	13,661	2,213	4,411	7,037
April	20,596	4,755	4,507	2,606	2,240	4,590	4,277	5,318	6,164	25,195	2,747	4,178	7,799	14,724	2,747	4,178	7,799	14,724	2,747	4,178	7,799
May																					
June																					
July																					
August																					
September																					
Season																					

1/ Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.

Table 20.---Buying family expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date with comparisons 1/

Year and month 2/	Frozen :			Canned single-strength juices						Canned single-strength fruit drinks				Fresh :			Canned :		
	concentrated orange juice	Chilled orange juice	Orange	Grape-fruit	Pine-apple	Prune	Tomato	Miscellaneous	All	Orange	Pine-apple	Miscellaneous	All	Fresh oranges	Fresh grape-fruit	Canned grape-fruit sections			
	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars			
1961-62 3/																			
October	1.53	1.48	.83	.68	.67	1.06	.57	.58	.97	.76	.70	.81	.91	.95	.62	.74			
November	1.52	1.45	.81	.64	.59	1.07	.55	.54	.92	.81	.66	.76	.85	.87	.66	.77			
December	1.52	1.41	.83	.70	.62	1.03	.56	.53	.94	.81	.69	.79	.87	.99	.74	.63			
January	1.58	1.28	.77	.67	.60	1.07	.56	.55	.87	.81	.74	.78	.90	1.05	.77	.69			
February	1.48	1.28	.80	.67	.57	1.00	.58	.51	.94	.84	.71	.83	.94	1.08	.83	.70			
March	1.45	1.30	.83	.69	.62	1.01	.55	.52	.95	.81	.75	.90	.98	1.11	.84	.74			
April	1.34	1.22	.82	.65	.59	.97	.57	.54	.93	.77	.71	.82	.95	1.00	.86	.64			
May	1.33	1.16	.78	.70	.60	1.05	.57	.51	.92	.77	.71	.88	.98	.97	.81	.67			
June	1.30	1.14	.76	.65	.61	1.05	.55	.50	.89	.74	.75	.84	.95	.94	.74	.74			
July	1.30	1.12	.72	.66	.64	1.07	.54	.50	.88	.74	.71	.81	.94	1.00	.70	.71			
August	1.30	1.13	.70	.66	.58	1.02	.55	.50	.88	.71	.73	.81	.93	1.02	.78	.72			
September	1.31	1.15	.69	.63	.62	1.06	.56	.49	.89	.80	.72	.84	.95	.97	.78	.75			
1962-63																			
October	1.32	1.30	.73	.60	.61	.99	.57	.53	.92	.83	.70	.82	.92	.96	.60	.69			
November	1.32	1.21	.70	.60	.62	.99	.59	.50	.89	.80	.68	.80	.90	.79	.68	.65			
December	1.35	1.26	.68	.64	.63	1.07	.55	.51	.88	.82	.69	.80	.90	.92	.77	.69			
January	1.49	1.31	.74	.63	.62	1.02	.57	.54	.95	.84	.74	.83	.98	1.05	.84	.70			
February	1.53	1.37	.73	.68	.67	.98	.59	.56	.98	.84	.75	.88	1.02	1.14	.88	.75			
March	1.55	1.45	.89	.75	.71	.98	.60	.59	1.05	.79	.73	.85	.98	1.10	.90	.69			
April	1.61	1.47	.83	.78	.71	.96	.56	.57	1.00	.77	.78	.84	1.01	1.13	.96	.69			
May																			
June																			
July																			
August																			
September																			

1/ Based on prices paid per specified size of can: 6-ounce for frozen orange concentrate; 32-ounce for chilled orange and prune juices; 46-ounce for other juices and drinks; 16-ounces for canned grapefruit sections; and per dozen for fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. 3/ 1959-60 for fresh oranges and grapefruit, as not available for intervening years.

CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2's

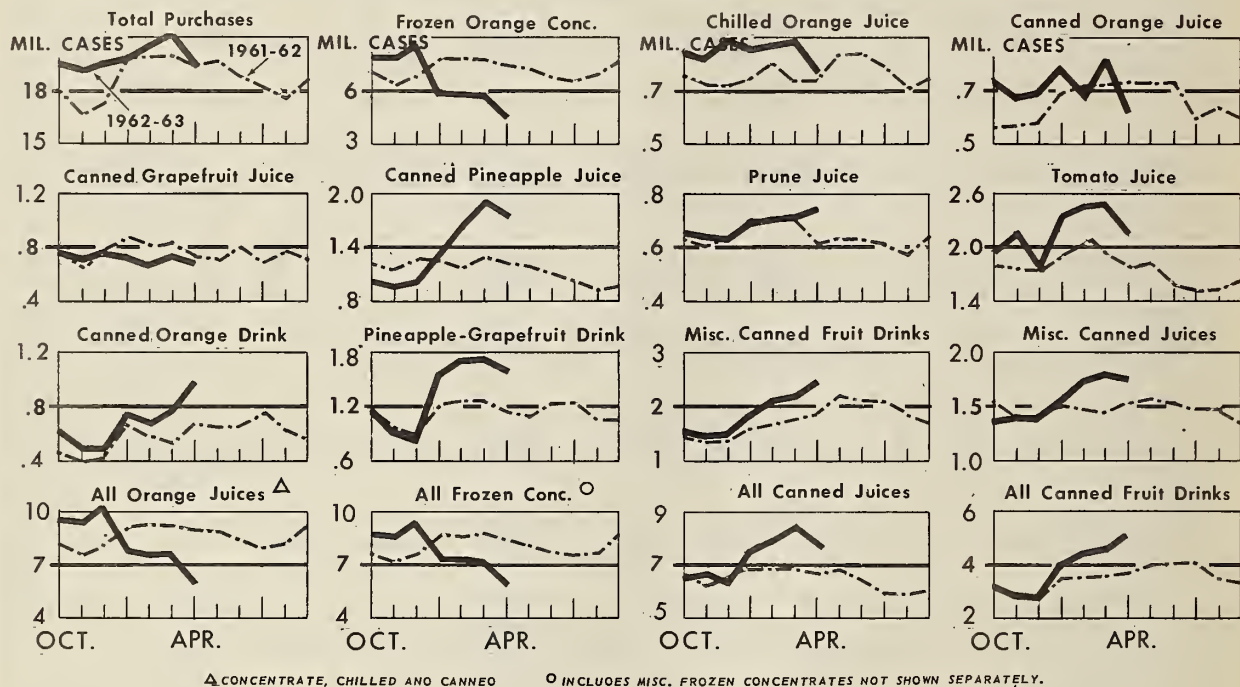


Figure 11

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

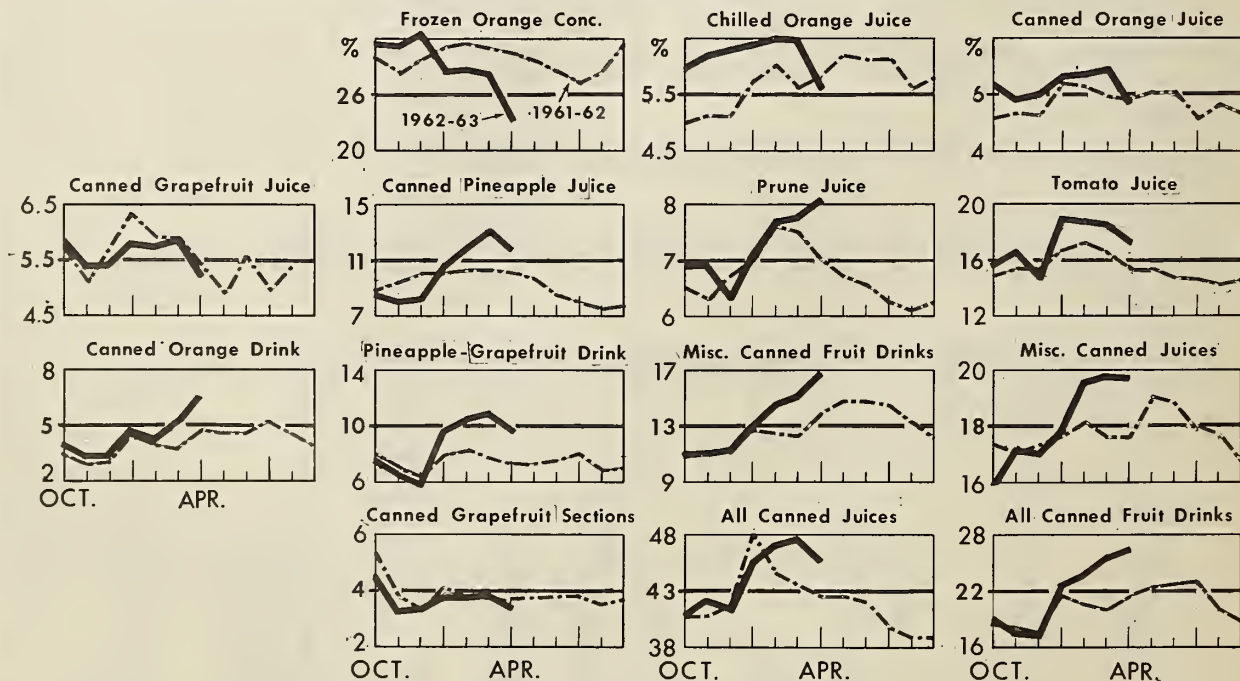


Figure 12

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 1188

ECONOMIC RESEARCH SERVICE

SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS

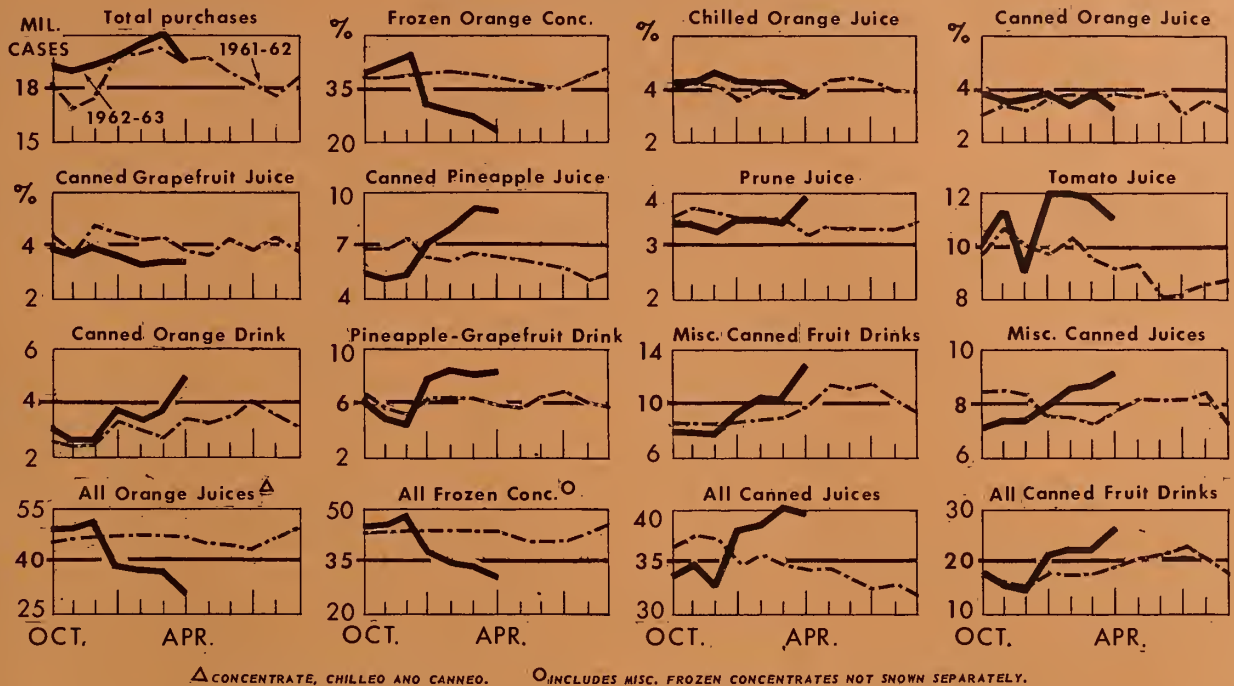


Figure 13

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN

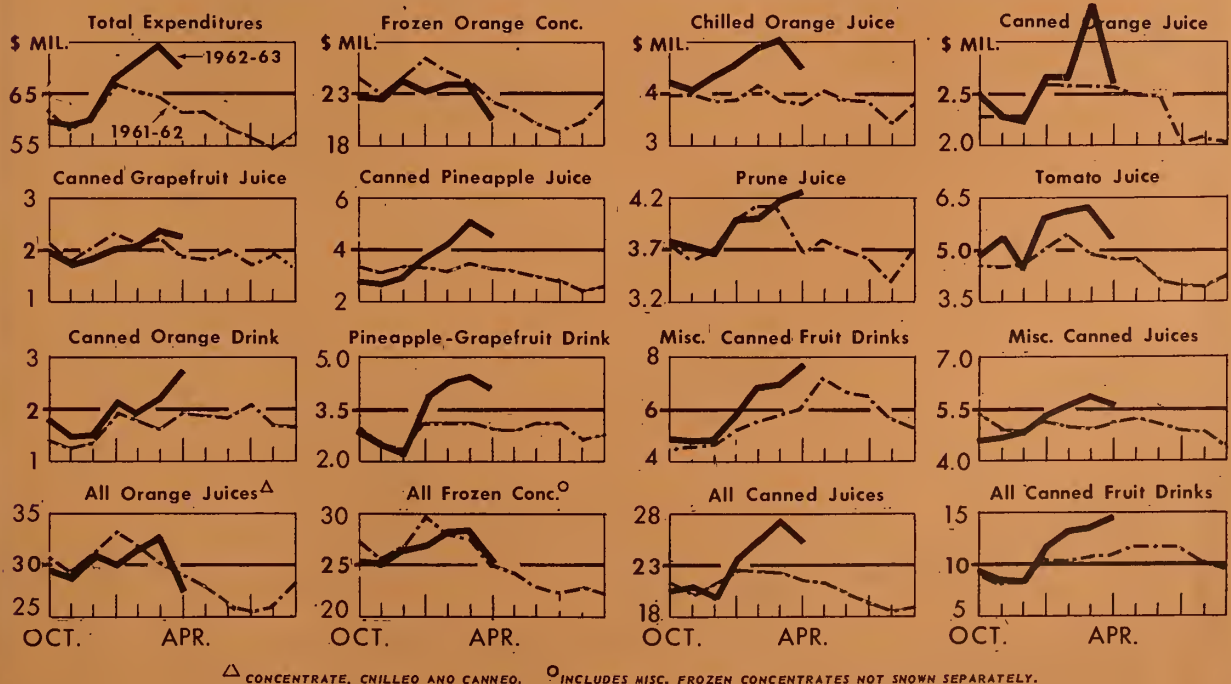


Figure 14

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

UNITED STATES DEPARTMENT OF AGRICULTURE

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